



# Tapestry Segmentation Area Profile

Ranked by Households

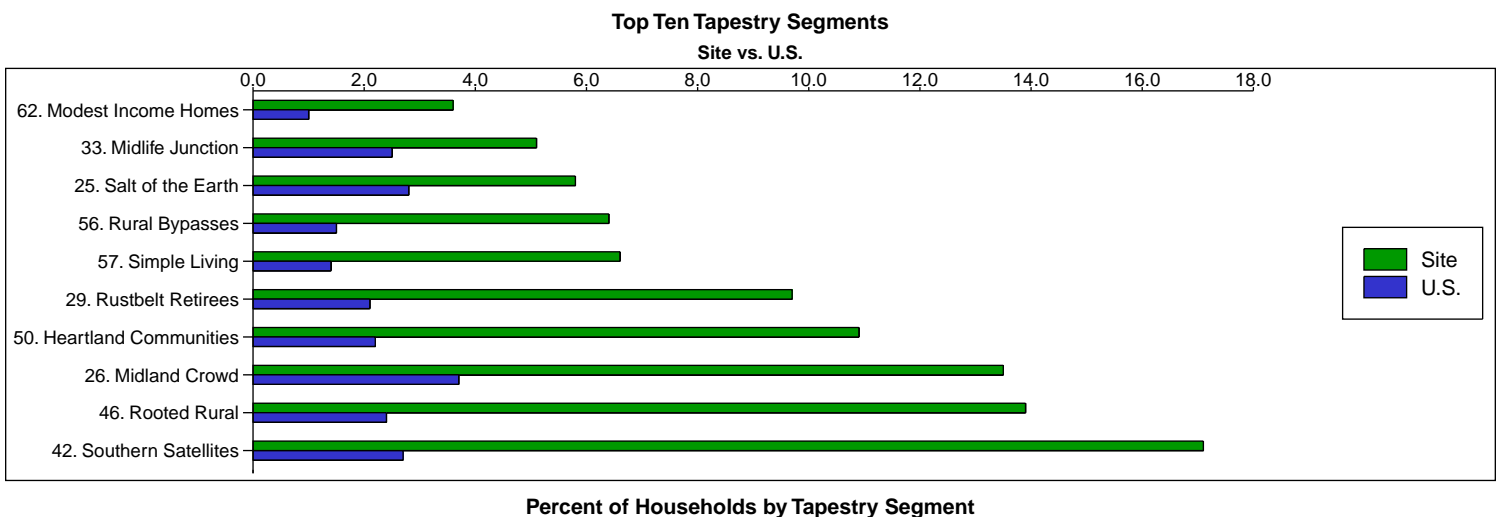
Prepared by ARMS

Counties: Colbert, AL

## Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

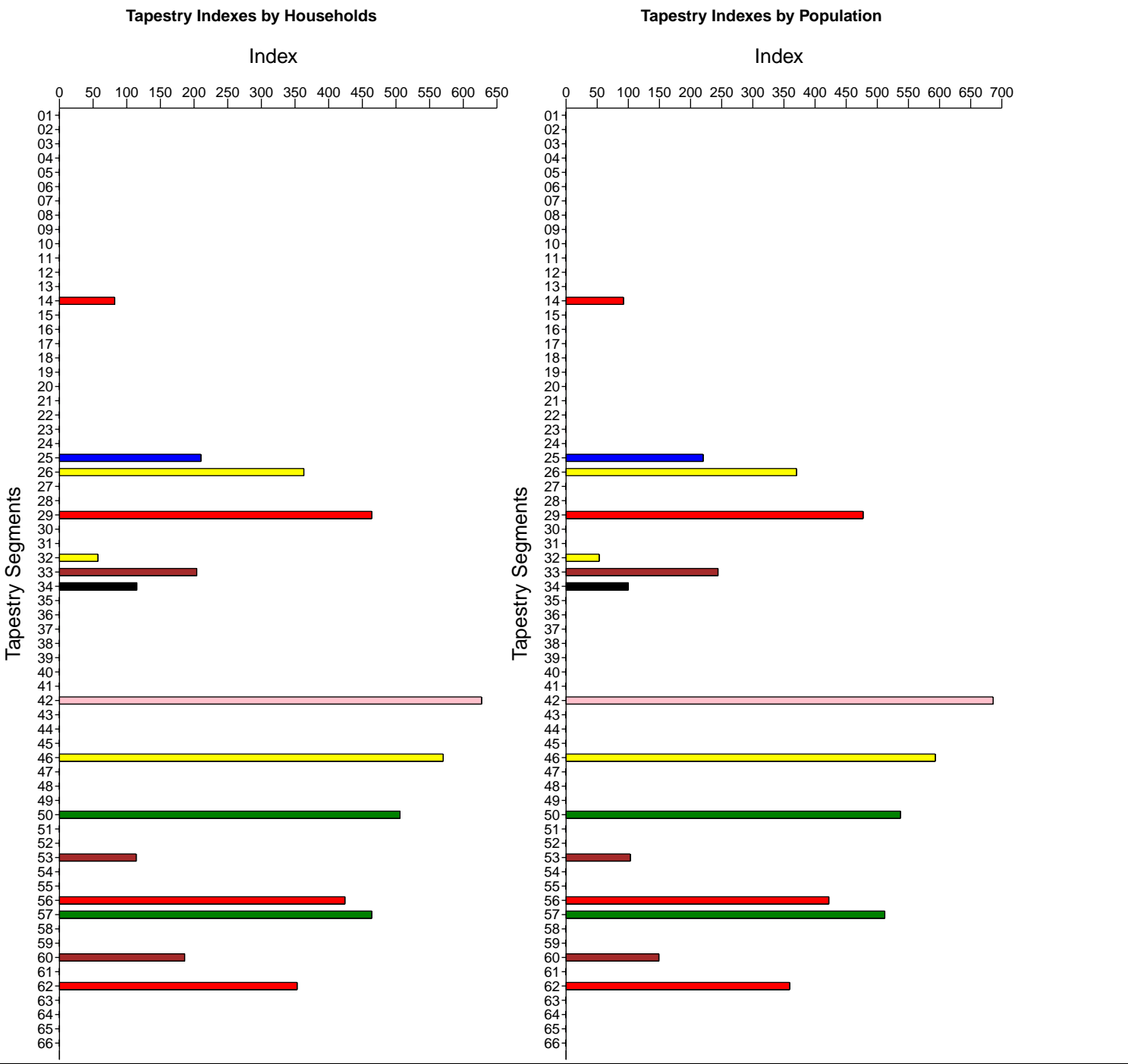
Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	42. Southern Satellites	17.1%	17.1%	2.7%	2.7%	627
2	46. Rooted Rural	13.9%	31.0%	2.4%	5.1%	570
3	26. Midland Crowd	13.5%	44.5%	3.7%	8.8%	363
4	50. Heartland Communities	10.9%	55.4%	2.2%	11.0%	506
5	29. Rustbelt Retirees	9.7%	65.1%	2.1%	13.1%	464
	<b>Subtotal</b>	<b>65.1%</b>		<b>13.1%</b>		
6	57. Simple Living	6.6%	71.7%	1.4%	14.5%	464
7	56. Rural Bypasses	6.4%	78.1%	1.5%	16.0%	424
8	25. Salt of the Earth	5.8%	83.9%	2.8%	18.8%	210
9	33. Midlife Junction	5.1%	89.0%	2.5%	21.3%	204
10	62. Modest Income Homes	3.6%	92.6%	1.0%	22.3%	353
	<b>Subtotal</b>	<b>27.5%</b>		<b>9.2%</b>		
11	53. Home Town	1.7%	94.3%	1.5%	23.8%	114
12	60. City Dimensions	1.6%	95.9%	0.9%	24.7%	186
13	32. Rustbelt Traditions	1.6%	97.5%	2.8%	27.5%	57
14	14. Prosperous Empty Nesters	1.5%	99.0%	1.8%	29.3%	82
15	34. Family Foundations	1.0%	100.0%	0.9%	30.2%	115
	<b>Subtotal</b>	<b>7.4%</b>		<b>7.9%</b>		
<b>Total</b>		<b>100.0%</b>		<b>30.2%</b>		<b>331</b>



Source: ESRI



Counties: Colbert, AL





# Tapestry Segmentation Area Profile

LifeMode Groups  
Prepared by ARMS

Counties: Colbert, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	23,210	100.0%		55,235	100.0%	
<b>L1. High Society</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
<b>L2. Upscale Avenues</b>	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	0	0.0%	0	0	0.0%	0
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
<b>L3. Metropolis</b>	830	3.6%	68	2,025	3.7%	70
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	830	3.6%	353	2,025	3.7%	359
<b>L4. Solo Acts</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
<b>L5. Senior Styles</b>	6,665	28.7%	232	14,867	26.9%	258
14 Prosperous Empty Nesters	351	1.5%	82	858	1.6%	92
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,253	9.7%	464	4,974	9.0%	477
30 Retirement Communities	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	2,531	10.9%	506	5,730	10.4%	537
57 Simple Living	1,530	6.6%	464	3,305	6.0%	512
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>L6. Scholars &amp; Patriots</b>	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



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Counties: Colbert, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	23,210	100.0%		55,235	100.0%	
<b>L7. High Hopes</b>	0	0.0%	0	0	0.0%	0
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0
<b>L8. Global Roots</b>	376	1.6%	20	747	1.4%	14
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	376	1.6%	186	747	1.4%	149
61 High Rise Renters	0	0.0%	0	0	0.0%	0
<b>L9. Family Portrait</b>	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
<b>L10. Traditional Living</b>	1,778	7.7%	87	4,252	7.7%	93
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	373	1.6%	57	782	1.4%	53
33 Midlife Junction	1,178	5.1%	204	2,967	5.4%	244
34 Family Foundations	227	1.0%	115	503	0.9%	100
<b>L11. Factories &amp; Farms</b>	7,192	31.0%	327	17,785	32.2%	345
25 Salt of the Earth	1,350	5.8%	210	3,320	6.0%	220
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	3,966	17.1%	627	10,124	18.3%	686
53 Home Town	388	1.7%	114	795	1.4%	103
56 Rural Bypasses	1,488	6.4%	424	3,546	6.4%	422
<b>L12. American Quilt</b>	6,369	27.4%	295	15,559	28.2%	305
26 Midland Crowd	3,138	13.5%	363	7,835	14.2%	370
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	0	0.0%	0	0	0.0%	0
46 Rooted Rural	3,231	13.9%	570	7,724	14.0%	593
66 Unclassified	0	0.0%	0	0	0.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



# Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Colbert, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
<b>Total</b>	23,210	100.0%		55,235	100.0%	
<b>U1. Principal Urban Centers I</b>	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
<b>U2. Principal Urban Centers II</b>	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	0	0.0%	0	0	0.0%	0
65 Social Security Set	0	0.0%	0	0	0.0%	0
<b>U3. Metro Cities I</b>	0	0.0%	0	0	0.0%	0
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
<b>U4. Metro Cities II</b>	603	2.6%	24	1,250	2.3%	23
28 Aspiring Young Families	0	0.0%	0	0	0.0%	0
30 Retirement Communities	0	0.0%	0	0	0.0%	0
34 Family Foundations	227	1.0%	115	503	0.9%	100
36 Old and Newcomers	0	0.0%	0	0	0.0%	0
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	376	1.6%	186	747	1.4%	149
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
<b>U5. Urban Outskirts I</b>	373	1.6%	15	782	1.4%	12
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	373	1.6%	57	782	1.4%	53
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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<b>Total</b>	23,210	100.0%		55,235	100.0%	
<b>U6. Urban Outskirts II</b>	2,360	10.2%	198	5,330	9.6%	183
51 Metro City Edge	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	1,530	6.6%	464	3,305	6.0%	512
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	830	3.6%	353	2,025	3.7%	359
<b>U7. Suburban Periphery I</b>	351	1.5%	10	858	1.6%	10
02 Suburban Splendor	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	0	0.0%	0	0	0.0%	0
13 In Style	0	0.0%	0	0	0.0%	0
14 Prosperous Empty Nesters	351	1.5%	82	858	1.6%	92
15 Silver and Gold	0	0.0%	0	0	0.0%	0
<b>U8. Suburban Periphery II</b>	3,819	16.5%	170	8,736	15.8%	174
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	2,253	9.7%	464	4,974	9.0%	477
33 Midlife Junction	1,178	5.1%	204	2,967	5.4%	244
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	388	1.7%	114	795	1.4%	103
<b>U9. Small Towns</b>	2,531	10.9%	224	5,730	10.4%	229
41 Crossroads	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	2,531	10.9%	506	5,730	10.4%	537
<b>U10. Rural I</b>	4,488	19.3%	171	11,155	20.2%	178
17 Green Acres	0	0.0%	0	0	0.0%	0
25 Salt of the Earth	1,350	5.8%	210	3,320	6.0%	220
26 Midland Crowd	3,138	13.5%	363	7,835	14.2%	370
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
<b>U11. Rural II</b>	8,685	37.4%	486	21,394	38.7%	512
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	3,966	17.1%	627	10,124	18.3%	686
46 Rooted Rural	3,231	13.9%	570	7,724	14.0%	593
56 Rural Bypasses	1,488	6.4%	424	3,546	6.4%	422
66 Unclassified	0	0.0%	0	0	0.0%	0

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